

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S12	26	(@ad<"20030331" @rlad<"20030331") and ( (monitor\$5 track\$5 log\$5 histor\$5 gather\$5 collection behav\$5 tenden\$5 pattern frequen\$5 ) with ( ( registration seller offer deal acceptance opt-in signup sign-up) near9 (\$5mail message material profile confirm\$5 acknowledg\$5 respons\$ reply replies accept\$5 ) ) ) and ( (marketing advertis\$3 solicitation commercial promotion\$5 offer ) near2 ( target\$4 \$5mail message material ) ) and ( (marketing advertis\$3 solicitation commercial promotion\$5 offer ) near9 ( confirm\$5 acknowledg\$5 respons\$ reply replies accept \$5 tenden\$5 behav\$5 like dislikes pattern ) ) and ( ( confirm\$5 acknowledg\$5 respons\$ reply replies accept \$5 behav\$5 tenden\$5 likes dislikes pattern frequen\$5 ) near9 ( registration signup sign-up ) ) and (709/201- 207,200.ccls. 705/14.1- 14.73.ccls.) not S10	US- PGPUB; USPAT	OR	ON	2010/04/25 19:49

## EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp

L2	14	(@ad> "20020331" @rlad> "20020331") and (@ad< "20040331" @rlad< "20040331") and ( (monitor\$5 track\$5 log\$5 histor\$5 gather\$5 collection behav\$5 tenden\$5 pattern frequen\$5 ) with ( ( registration seller offer deal acceptance opt-in signup sign-up) near9 (\$5mail message material profile confirm\$5 acknowledg \$5 respons\$ reply replies accept\$5 ) ) ).clm. and ( (marketing advertis\$3 solicitation commercial promotion\$5 offer biograp\$5 affinity interes\$5 demograph \$5) near2 ( target\$4 \$5mail message material ) ) and (709/201-207,200.ccls. 705/14.1-14.73.ccls.) and ( biograp\$5 affinity interes \$5 demograph\$5 target\$5 ). clm.	US- PGPUB; USPAT; UPAD	OR	ON	2010/04/26 09:00
----	----	---	---------------------------------	----	----	---------------------

4/ 26/ 2010 9:06:06 AM

C:\ Documents and Settings\ gbengzon\ My Documents\ EAST\ Workspaces\ GCB 10814010  
subscriber affinity2.wsp